A View From the Americas

Rosanne Caron, President
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OMAC
Industry Stakeholder View

Media Planners/Buyers

Advertisers

OOH Operators

OOH Challenges & Opportunities

OMAC Business Plan
Embrace Convergence of Digital, Mobile & Social Media

- Leadership role in tracking consumer trends and interaction with OOH
- Global syndicated tracking would provide common information across countries

2012 Holiday Initiative Campaign, OMAC
Embrace Convergence of Digital, Mobile & Social Media

- Partner with advertisers on tests
- Develop ‘Best Practices’ and promote learning
Develop Targeted Education Programs

- Greater focus on educating advertisers
- Partner with industry trade associations to develop member programs
- Create OOH ambassadors within agencies to serve as a conduit for OOH information
Promote Creative Excellence

- Promote OOH innovation and provide creative consultation
Promote Creative Excellence

- Develop creative resources: pre-testing tool, creative guidelines

INDOOR ADVERTISING
CREATIVE GUIDELINES

- **CONSIDER THE CONTEXT AND LOCATION IN WHICH YOUR AD WILL BE VIEWED**
  - Be creative with the environment

- **BRAND CLEARLY AND STRONGLY**
  - Strong brand linkage has greater impact

- **HAVE AN EXPLICIT CALL TO ACTION**
  - Be clear on what the viewer should do and inspire them to act

- **KEEP TEXT TO A MINIMUM**
  - Pedestrians have more time to view your ad, but best to avoid long paragraphs

- **ENGAGE YOUR VIEWER**
  - Through the use of intriguing, humorous or aesthetic images

- **USE HIGH CONTRAST AND BRIGHT COLOURS**
  - Choose colours that contrast well in both hue and value

Contact OMAC for a review of international creative: 416-960-3435

“Creativity has the power to transform human behavior”
- Adam Ferrier, Founder, Naked Communications
Simplify the OOH Planning Process

Access to market intelligence resources that are user friendly

- Market Overview / Planner Tips
- Interactive Map System
- Planning Guide
Legislative Hurdles

- City of Toronto adopted a new bylaw in 2010 that subjects third party signs to an annual tax
- Created a huge financial burden on the OOH industry
- Tax rates range from $1,100 to $24,000 depending on size and type of sign
- In 2012 outdoor operators paid a total of $10 million
- Outdoor companies are attempting to re-negotiate lease agreements; some signs are being removed
Industry Learning

- The industry needs to do a better job of promoting how it supports the local economy
- Develop better relationships with regulatory bodies
- Comply with by-laws – illegal signs create mistrust and aid anti-billboard activists’ efforts
Thank you

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